Food Packer

The National Magazine of Production and Management

CANNING GLASSPACKING FREEZING

A Vance Publication

January, 1957

Man of the Month
John T. Knowles

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State Convention Roundup – Page 14

New Rules for Tax Depreciation – Page 17

NCA Head Sees Growers' Problems – Page 20

Canner Opens new City Outlets – Page 21

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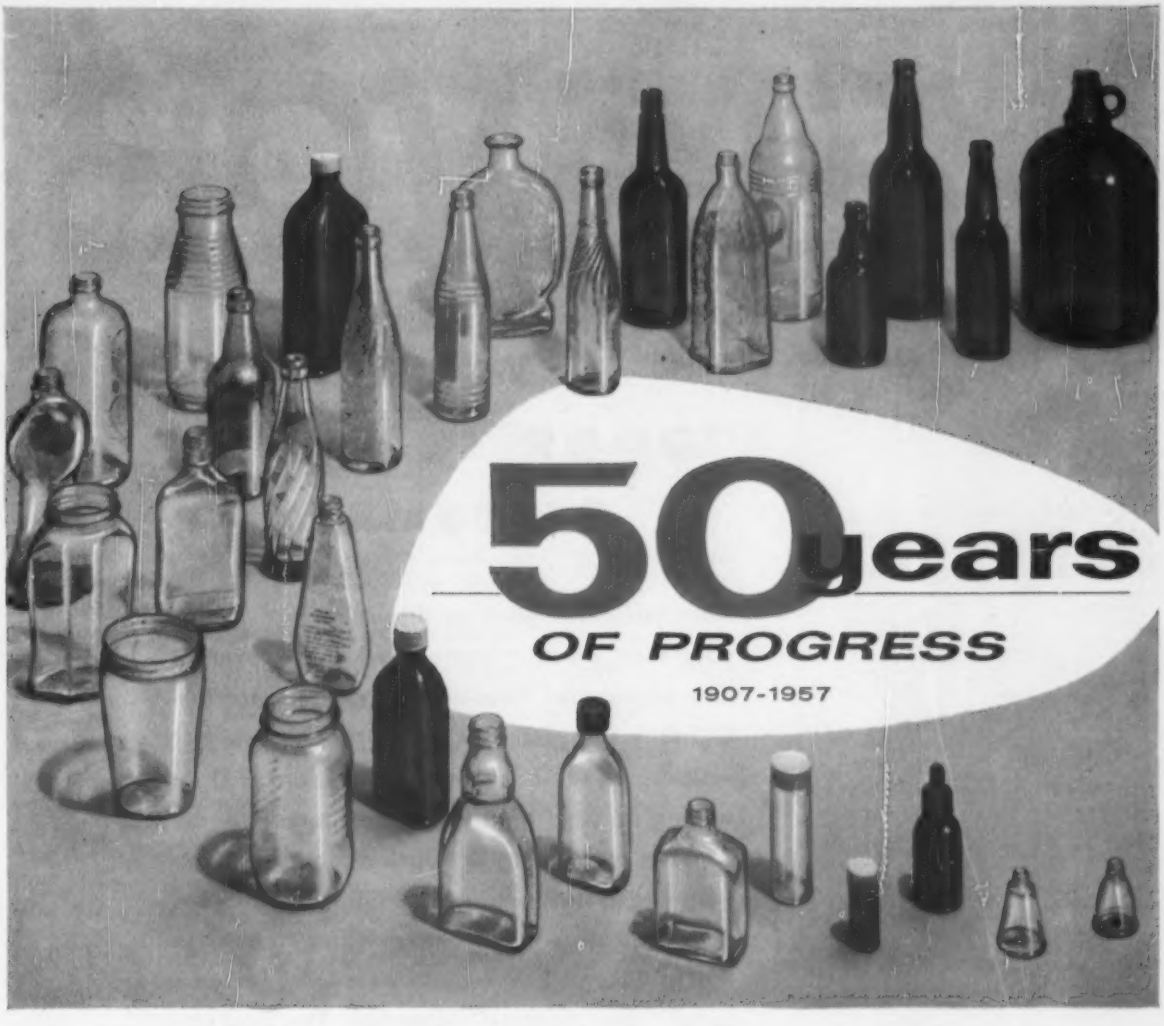

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Food Packer

January 1957

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Vol. 38, No. 1 FOOD PACKER (formerly Canning Age.) Title registered in U. S. Patent Office. Copyright, 1957, Vance Publishing Corporation.

Office of publication: 1309 N. Main St., Pontiac, Ill. Executive and editorial offices: 139 N. Clark St., Chicago 2, Ill. Telephone: FInancial 6-5380.

Subscription rates: U. S. and possessions, Canada, $3.00 per year; two years, $5.00; three years, $7.00; other countries, $10.00 per year. Single copies, 25 cents each. Copies of issues prior to current year, if available, $1 each.

Entered as second class matter, August 2, 1952, at the Post Office, Pontiac, Illinois, under the Act of March 3, 1879. FOOD PACKER is published monthly except in October when published semi-monthly (including the Buyers' Guide and Reference Issue published in October) by Vance Publishing Corporation. Herbert A. Vance, President and Treasurer; A. A. Hood, Vice President; A. E. Monetti, Secretary. Also publishers of American Lumberman, Wood & Wood Products, and Home Maintenance & Improvement.

Events to Come

Jan. 6-10. National Association of Frozen Food Packers and National Frozen Food Distributors Association, annual convention, Hotel Fountainebleau, Miami Beach, Fla.

Jan. 9-11. Illinois Canners Association, Canners School, Urbana Lincoln Hotel, Urbana, Ill.

Jan. 24-25. Canners League of California, Fruit and Vegetable sample cuttings, Fairmont Hotel, San Francisco, Calif.

Jan. 27-30. Northwest Canners and Freezers Association, annual convention, Multnomah Hotel, Portland, Ore.

Jan. 28-29. Tri-State annual Fieldmen's school, Rutgers University, New Brunswick, N. J.

Jan. 30-31. Minnesota Canners and Freezers Association, Canners and Fieldmen's Short Course, Kahler Hotel, Rochester, Minn.

Feb. 4-6. Michigan Canners and Freezers Association, Canners School, Michigan State University, East Lansing, Mich.

Feb. 5-7. Food Processors Workshop, University of Maryland, College Park, Md.

Feb. 7-8. Wisconsin vegetable and potato growers program, University of Wisconsin Farm and Home Week, Babcock Hall, Madison, Wis.

Feb. 12-13. New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva.

Feb. 12-14. Pickle manufacturers school, Kellogg Center, Michigan State University, East Lansing, Mich.

Feb. 16-19. National Food Brokers Association, annual convention, Conrad Hilton Hotel, Chicago, Ill.

Feb. 16-19. National Canners Association, 50th annual convention, Conrad Hilton Hotel, Chicago, Ill.

Feb. 16-20. Canning Machinery and Supplies Association, annual exhibit, Conrad Hilton Hotel, Chicago, Ill.

Feb. 25-27. Indiana Canners' and Fieldmen's Conference, Purdue University, Lafayette, Ind.

Feb. 26-27. Iowa-Nebraska Canners Short Course, Iowa State College, Ames, Iowa.

March 22-23. Utah Canners Association, annual convention, Hotel Utah, Salt Lake City, Utah.

How *Ball Brothers* helped a customer increase capacity, cut costs!

To KEEP PACE with growing sales, a leading household chemicals manufacturer needed extra production. Major expenditures for space and equipment seemed inevitable . . . but Ball Brothers engineers found a more economical way.

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Your Ball representative can call on our staff of industrial designers and technicians to aid you on any glass packaging problem—without obligation. These Ball specialists will provide sound, practical recommendations that are tailor-made for your operations.

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Industry Names and News

J. Bouton

G. E. Dyke

John Bouton, formerly chief flavor chemist for Synfleur Scientific Laboratories, has been appointed director of the flavor department of Dodge & Olcott, Inc. Mr. Bouton is a veteran of 22 years in the industry.

George E. Dyke, formerly chairman of the board and president of Robert Gair Co., Inc., which merged Oct. 26 with Continental Can Co., Inc., has been elected vice chairman of the board of Continental. Three new vice presidents of Continental have also been elected: **Raymond F. DeVoe** and **Norman F. Greenway,** former senior vice presidents of Gair; and **Robert L. Fitts,** previously a Gair vice president.

Martin Kraham has assumed full eastern divisional sales responsibilities for Silver Skillet Brands, Inc., Skokie, Ill., at all levels – canned, frozen and cured.

Robert H. Gunther, administrative assistant to the president of Stokely-Van Camp, Inc., and **John E. Staren,** president of the John E. Staren Co., Chicago, have been elected members of the board of directors of Capitol City Products Co., Columbus, Ohio.

Dole Hawaiian Pineapple Co. is planning within two to three years to seek stockholder approval to move its corporate headquarters from Honolulu to San Jose, Calif., and to create a new California corporation with a new name to succeed the present one.

Frank A. Estes, general sales manager of Bercut-Richards Packing Co., died Nov. 14 at Sacramento, Calif.

Lawrence J. Spatz has been named controller of Central Distributing Div., Consolidated Foods Corp., Chicago.

D. M. Jewett, Inc., South Deerfield, Mass., and the **Oxford Pickle Co.,** Paris, Maine, both pickle processors, have been purchased by the John E. Cain Co., Cambridge, Mass.

Frank G. Cuthbertson, executive vice president of Ferry-Morse Seed Co., has retired after 52 years in the seed business, 45 of them with Ferry-Morse.

C. A. Brinkman, treasurer of H. J. Heinz Co., has been elected a member of the advisory committee of Lansing B. Warner, Inc., Canners Exchange. He fills the vacancy caused by the retirement of **Douglas C. Townson,** Curtice Brothers, Rochester, N. Y., who served on the committee for 13 years.

At a recent meeting of the Northeast section of the Institute of Food Technologists in Boston, Thomas L. Fazzina received the Institute of Food Technologists plaque as recipient of the Florasynth Laboratories, Inc. annual award.

American Can Company has begun expansion programs at two east coast plants and has completed a major renovation job at a third. Canco's Hillside, N. J., Needham, Mass. and Baltimore, Md. plants in total produce 1.9 billion containers a year.

John F. Connelly has been elected a member of the board of directors of Crown Cork & Seal Co., Inc. to fill the vacancy caused by the resignation of George W. Crabtree as a member of the board and executive vice president.

Albert H. Skean, prominent for over 30 years in the field of convention bureau management and convention direction, is being uniquely honored by the Canning Machinery & Supplies Assn. Mr. Skean is the association's first honorary member not directly connected with the canning industry.

Emmett Zerr has been appointed sales representative for Klenzade Products, Inc. in the St. Louis district.

Justin Schmit has been appointed vice president of operations of Chun King Sales, Duluth, Minn.

C. Vernon Page has been promoted to sales manager, Los Angeles, Western-Waxide Specialty Packaging Div., Crown Zellerbach Corp.

Bruce Root, Corneli Seed Co., has been transferred from Watertown, Wis. to the main office in St. Louis, Mo., where he will engage in research work with vegetable seeds. In season, Mr. Root will continue his sales calls on his canner and freezer customers.

Effective January 1 the **Richter Vinegar Corp.,** Manitowoc, Wis., will take over the output of the **Milwaukee Vinegar Co.** The latter company is a division of the Red Star Yeast & Products Co. Red Star will continue to produce the vinegar which will be sold by Richter. There will be no change in policy on the part of either company.

Bonnie Dog Food Co., Sacramento, Calif., manufacturer of Bonnie Dog Food and Dog-E-Stu, has acquired the trade style "Sassy Cat Food" and "Sassy Dog Food" from California Sea Food Corp., Long Beach, Calif.

Membership of the **National Food Brokers Assn.** reached a new high of 1850 member firms in 1956. This represents a net growth of 30 members in 1956, according to NFBA.

E. L. Johnson

J. H. Bagley

Effective Feb. 1, **Earle L. Johnson** retires from his post as vice president in charge of marketing for Gerber Baby Foods. He will remain a director of the company. **Joseph H. Bagley,** formerly vice president and general sales manager, succeeds Mr. Johnson and **Fred C. Yeakey** moves up from assistant general sales manager to general sales manager.

Roy Irons, former secretary of the Ohio Canners Association, Inc., and up until the time of his death, assistant to the president of the organization, died at Sandusky, Ohio, Dec. 10.

Acquisition of 50% of the outstanding voting shares of **Green Giant of Canada Limited** by **Shirriff-Horsey Corp. Ltd.,** was announced recently.

The people behind the oval

The men and women of American Can Company contribute countless advances to the technology of canning, each of which in some way helps the canner improve his product or expand his market. ✡ For example, Canco established the first chemical specifications for the tin plate used in canning cherries. By limiting the trace elements in such plate, cherries, berries, and other corrosive fruits are assured an extended shelf life. And from Canco laboratories recently has come a brand-new cherry product—spicy cherry sauce—for use with hams or other meats. ✡ In laboratories, test kitchens, and factories Canco's specialists are at work now developing new methods to help you improve your product, improve your sales!

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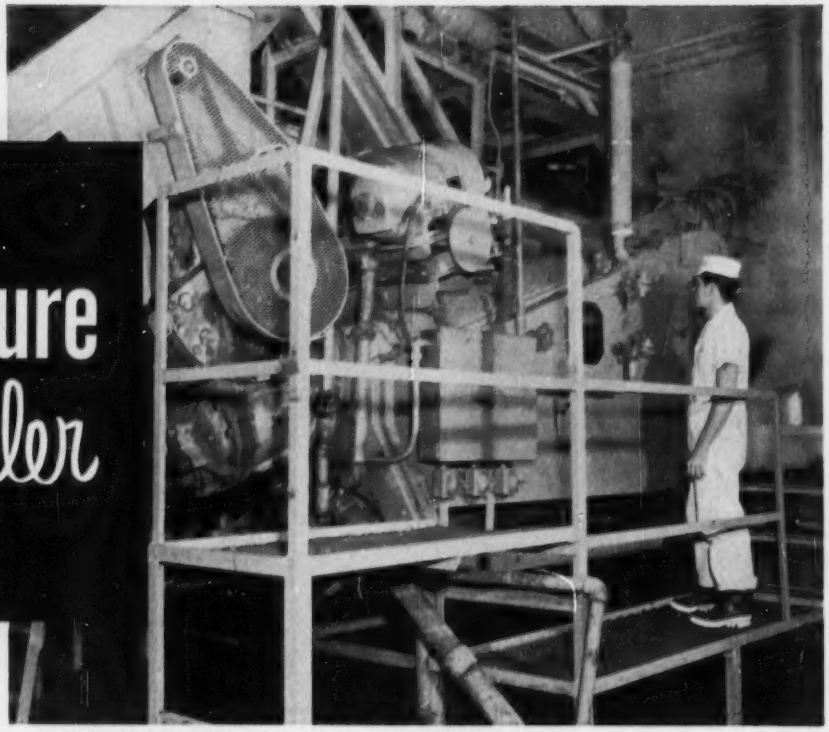

Typical FMC Steamer preparing fruits and vegetables for *Gerber's Baby Foods* at their Oakland, California plant.

Makes Short Work of Tough Skins

It takes an FMC Continuous High Pressure Steamer, with automatic heat penetration control, to really loosen up the tough ones. Such vegetables as carrots, beets and potatoes (certain fruits, too) are quickly and uniformly exposed to steam pressures up to 120 P.S.I.G., which make the job of skin elimination easy, fast and thorough.

Built for various capacity requirements, this machine provides a yield of 10% or more over other methods of loosening skins. As an example of output, carrots are processed at 5 or more tons per hour under 25 to 30 seconds exposure to steam pressure. In addition, there's an extremely low waste factor, there's no damage to sub-surface nutritional layers, and continuous operation reduces the manpower normally required on non-automatic lines.

Want more information? Just mail the coupon today, or call your nearest FMC representative.

Improved model boasts many features, including adjustable condensate removal unit; rigid, large diameter turret shaft; hard, smooth plate-stock liners; 1¼" heavy duty pressure-resisting firebox side plates. Built to A.S.M.E. code for up to 120 lbs. pressure.

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These are only some of the many reasons why buyers are willing to pay premium prices for Blue Lake Stringless FM-1 packs. This bean is a good example of how F-M breeders tailor-make varieties to suit critical canning and freezing needs . . . and consumer preferences.

◀ BEANS, PROCESSOR

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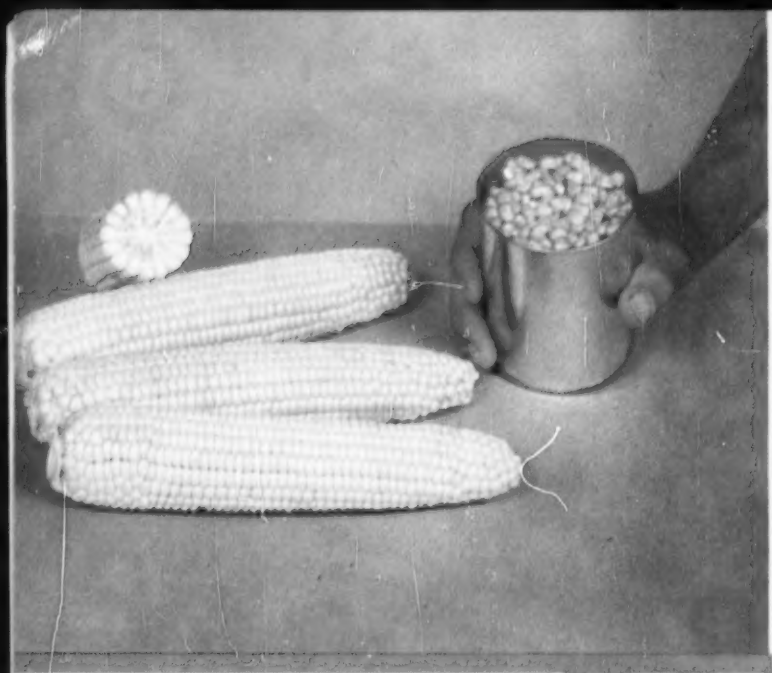
Processor is the end result of hundreds of crosses, selections and trials by Ferry-Morse breeders to develop a white-seeded bean that would meet the needs of all kinds of processors. It makes a high percentage of small sieve sizes.



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- 8" to 8½" ears with 14 to 16 rows of deep, narrow kernels
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Canners and Brokers May Hold Last Joint Convention This Year

The 50th anniversary convention of the National Canners Association on February 16-19 in Chicago may be the last meeting held in conjunction with the National Food Brokers Association.

The brokers have definitely made arrangements to hold separate conventions in Chicago in December 1957, 1958 and 1959. However, a proposal by the National Canners Association's Convention Arrangement Committee, may lead to two brokers conventions a year. One would be with the canners at the regular NCA convention; the other would be in December without the canners.

The background of the arrangement was first officially noted in the December 15 issue of the NCA's Information Letter. The National Food Brokers Association had recognized problems of broker-members in meeting with all principals at the canners convention. Brokers used the convention to meet with food manufacturers other than canners. In recent years the number of non-canner principals has grown, and brokers have had difficulty making adequate arrangements to meet all principals in the short convention time. The NFBA's answer was to schedule a separate convention.

A letter sent to members by NCA, quoted in the Information Letter article said that ". . . one of the principal interests of canners in attending the convention is to hold conference with brokers . . ." To allow brokers and canners to continue to meet NCA offered to the NFBA the proposal of two broker conventions.

On November 1 a survey was sent out by NCA to all members asking whether they agreed with the proposal. Members were also asked what course should be taken if the NFBA should turn down the proposal. The survey offered two suggestions:

1. NCA would continue to hold its regular convention, including arrangements for conferences with brokers. Brokers would be invited by individual canners and NCA would make hotel arrangements.

2. The NCA convention would be changed to eliminate the broker conferences.

The response of NCA members showed that canners favored the original proposal to the NFBA. A second choice, if the brokers turned this proposal down, would be to invite brokers individually.

Canners Study Changes in Wisconsin Labor Law

A committee of the Wisconsin Canners Association, headed by Marvin Kiel of Green Giant Co. studied proposed changes in Wisconsin Industrial Commission regulations. The changes involved non-seasonal employment and child labor. Changes had previously been made in regulations relating to the active canning season.

The canners committee recommended that the stub of the child labor permit which is retained by the canner should show the age of the child and the issuing officer's signature. This would act as a permanent record for the canner after the permit is returned at the end of the season.

The committee also recommended that an Industrial Commission proposal on minors under 18 should not be extended to migrant workers. The Commission wanted to allow all workers under 18 who were high school graduates or were married the same working hours as those over 18. The canners felt that some migrant workers might falsely claim to be married in order to work longer hours.

The revisions in the Wisconsin Industrial Commission regulations will be published in the new Wisconsin Administrative Code.

Sunkist Growers Elect

The board of directors of Sunkist Growers elected Harvey A. Lynn of Riverside, Cal., to his sixth consecutive year as president of the citrus marketing cooperative. Three vice presidents re-elected at the annual meeting of the organization were LeRoy E. Lyon of Fullerton, Roy R. McLain of Visalia, and Milton M. Teague of Santa Paula.

The meeting was held in Los Angeles on December 5.

New IFT Section

The Institute of Food Technologists granted a charter to a Wisconsin section on December 14. The charter will be formally presented to the unit on March 29.

Dr. William Shannon of Oscar Mayer & Co. is chairman of the Wisconsin section. Dr. Paul A. Buck, assistant professor of food technology at the University of Wisconsin and secretary-treasurer of the section, asks that anyone interested in attending meetings should contact him at the university's Babcock Hall, Madison 6, Wisconsin.

Okra Standards

The U. S. Department of Agriculture is considering the revision of standards for canned okra. The proposed standards were published in the Federal Register on November 21. Persons who desire to submit arguments for consideration with the proposed changes should send them to the Chief, Processed Products Standardization and Inspection Branch, Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C. before January 20.

Convention Summary

Big Attendance at State, Regional Meetings

Eight associations in East and Midwest show high interest, large attendance at annual convention time.

The conventions of state and regional canning and freezing associations moved to a hurried climax during the latter half of November and the first half of December.

In Buffalo, fog closed down the airport for a half day bringing annoyances to a few members of the New York State Canners and Freezers Association. And in French Lick, Ind., there was some difficulty in room and meal service.

But these were small troubles. The greater satisfactions came with the well-attended meetings and stimulating programs.

Indiana

Warren Spangle, executive secretary of the active and growing Indiana Canners Association, counted nearly 500 persons at the Thursday night banquet, mid-way in the three day convention November 14, 15, and 16. It was the biggest attendance in recent years.

The association is largely made up of packers of the state's famed tomato crop. Program sessions were directed toward this product.

Discussion brought out problems in color grading. Color standards were originally set up for the Hunter Colorometer. Now, with MacBeth lighting in use by graders the results are different. It was shown that 11 of 17 samples that graded Fancy under the Hunter system failed to pass with MacBeth lights in use.

New officers of the association are Charles A. Shuttleworth of Shuttleworth Foods, Inc., president; William E. Butterfield of Butterfield, Canning Co., vice president; and Jack M. Rider of Kenneth N. Rider Co., Inc., treasurer. Three new directors were elected: Charles H. Cooper of Preble Canning, Inc., from the Northern District; Lyle Clark of G. S. Suppiger Co., from the Central District; and William C. Kruger of Stokely Van Camp from the Southern District.

Retiring from the board of directors were Arthur Noble, former president; Brainard Nelson, former treasurer; and Maxwell Naas.

Pennsylvania

A look ahead in the canning industry was provided at the 42nd annual convention of the Pennyslvania Canners Association. During the one day meeting held in York, Pa. on November 19, Carlos Campbell, NCA secretary, and Poppy Cannon, food editor of House Beautiful magazine, looked optimistically at the future of canners and consumers.

Around 350 canners and members of allied industries were present.

John A. Hauser of C. H. Musselman Co., Biglerville, Pa., was elected president of the association. Also elected were Charles O. Koller of Charles G. Summers Co., vice president, Vegetables; W. Howard Green of Concord Foods, Inc., vice president, Mushroom; and Edward J. Nowicki, Jr., of Knouse Foods Cooperative, Inc., vice president, Fruits.

Four new directors are Leonard O. Beildel of H. J. Heinz Co.; Foster Furman of J. W. Furman Canner; George E. Lawrence of Hanover Canning Co., and Robert D. Schenkel of Greencastle Packing Co.

Jack R. Grey of York is executive secretary of the association. Miss R. M. Mears is treasurer.

Ohio

The announcement of the resignation of Paul Hinkle came as a shock to most of the 300 canners and industry representatives at the Ohio Canners Association convention November 26 and 27. Mr. Hinkle, who has served as association secretary since 1950, announced to the convention in the Carter Hotel, Cleveland, that his duties as State Banking Commissioner are requiring too much of his time to handle both jobs. He will continue as secretary until a successor is named.

One of the high points of the two-day program was the cutting bee arranged by the Horticulture Department of Ohio State University. Dr. Wilbur Gould, quality control editor of Food Packer, was in charge of the cutting bee and the grading of samples.

New president of the association is S. F. Hammond of Stokely-Van Camp, Inc. Other officers elected are Paul G. Korn of St. Marys Packing Co., first vice president, and Charles Stemley of Stemley Canning Co., second vice president. New members of the board of directors are Chester D. Swaim of C. W. Swaim Canning Co.; George Davidson of Foster Canning, Inc.; R. A. Rice of Gypsum Canning Co., and Raymond Pflum of Laura Canning Co.

Chester W. Swaim is the retiring president.

Michigan

Gary S. Morgan of J. C. Morgan and Co., was re-elected president of the Michigan Canners and Freezers Association at the fall meeting of the association held in the Pantland Hotel, Grand Rapids, November 29-30. Howard McDonald of Oceana Canning Co., was returned as vice president, and Reed M. Roberts as secretary-treasurer of the association.

Robert B. Heiney, assistant to the NCA secretary, addressed the Michigan group. He explained the 20-year-old issue over legislation which permits federal marketing orders on canning crops and outlined the industry's opposition to it.

Georgia

Around 125 members and associates of the Georgia Canners Association and its affiliated organization, the Associated Pimiento Canners, attended the annual convention at the Dinkler Plaza Hotel in Atlanta, November 29 and 30.

J. Joel Edwards of Besco Products Co., was elected president of the association. Other officers named were C. H. Bateman of Bateman Canning Co., first vice president; and W. Ennis Parker of Pomona Products Co., second vice president. Ken Williams of the Griffin Chamber of Commerce was re-elected secretary-treasurer.

Tri-State

Around 800 canners and freezers from Delaware, Maryland, New Jer-

sey and the Eastern Shore of Virginia heard a battery of high-level speakers at the annual convention of the Tri-State Packers Association. Prominent industry leaders who spoke at the 53rd convention in Atlantic City's Haddon Hall Hotel included Nathan Cummings, chairman of the board of Consolidated Foods; William Hudson, president of NCA; Dr. R. W. Pilcher, director of research for American Can Co.; James W. Hackett, director of engineering and research for Owens-Illinois Glass Co.; J. Roger Deas of Canco; and Mrs. Marie Kiefer, secretary-manager of the National Retail Grocers Association.

Robin M. Kirwan, of Phillips Packing Co., was elected president; Charles B. Osborn, III of C. B. Osborn Sons, first vice president; and John F. Johnson of Francis H. Leggett & Co., second vice president. John W. Rue of Easton, Md., was re-elected secretary and Mrs. Edith Lee Porter, treasurer.

New York

The oldest of the state and regional associations, the New York State Canners and Freezers Association, held its 71st annual convention in the Statler Hotel in Buffalo, December 13 and 14. Attendance was around 1,000. The convention, conducted on a leisurely pattern, allowed time for the many conferences between brokers and principals; canners and suppliers. As a result, the general sessions were well attended.

A near capacity audience was on hand to hear the report of NCA President William Hudson and addresses by F. Gilbert Lamb, president of the National Association of Frozen Food Packers, and Watson Rogers, president of the National Food Brokers Association.

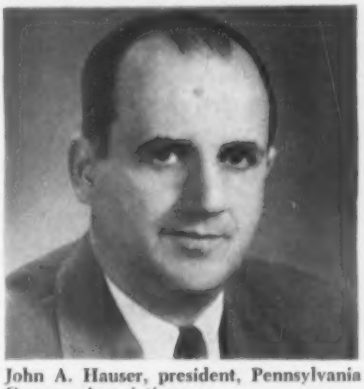
Newly elected officers and directors of the association are Edward C. Steel of the Red Wing Co., president; Morton Adams of Alton Canning Co., vice president; James Drago of Bison Canning Co., treasurer; Robert Klock of Duffy-Mott Co. Inc., director; William McIntosh of William E. McIntosh Co., director; Francis Noon, Birds Eye Division of General Foods Corp., director; and Gordon Van Eenwyk of Fruit Belt Preserving Co., director.

Maine

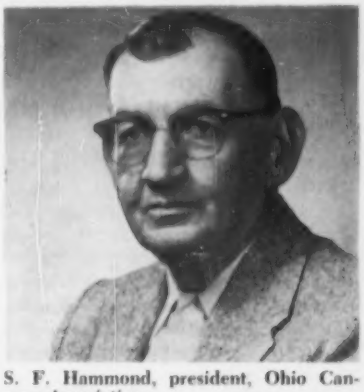
John L. Baxter, Jr. of Snow Flake Canning Co., was re-elected president of the Maine Canners and Freezers Association. The 44th annual meeting of the association was

(*Continued on Page 32*)

Secretary Williams, Second Vice President Parker and President Edwards of Georgia Canners Association, examine samples of fine pimientos at convention.



John A. Hauser, president, Pennsylvania Canners Association.



S. F. Hammond, president, Ohio Canners Association.

Tri-State officers and directors seated (from left) are Executive Secretary Rue; Treasures Porter; Director-at-large John Maggioncalda; President Kirwan; First Vice-President Osborn; Second Vice President Johnson. Directors standing are Edwin Long, Jr.; James M. Shriver, Jr.; Thomas Shilling; R. Lee Mitchell; William Bonham; Francis C. Stokes, Jr.; A. L. Nelson; and Harvey Jourdan.

New officers and directors of New York State Canners and Freezers are seated (from left), Secretary Sherman, President Steele, Vice President Adams, Treasurer Drago. Directors standing are (from left) McIntosh, Van Eenwyk, Noon, and Klock.

WILBUR A. GOULD, PH.D.
Ohio State University
Quality Control Editor

Density Can Be a 'Tool' For Control of Quality

Quality grading of vegetables and control of sugar solutions depend on measurement of specific gravity

One of the most useful factors in producing uniform quality in processed foods is the measurement and control of specific gravity. This factor is also important in correct labeling and in separating products according to quality.

The quality control technologist has a definite responsibility to provide management with accurate data. He may be hampered in his efforts by a lack of precise instruments for measurement. Or with the most reliable instruments he may lack good technique. In either case his findings would be of little real value.

The intent of this and following articles is to explain the use of some of the basic equipment and to acquaint the quality control technologist with instruments and techniques that are generally available. A pertinent source of reference will be cited for further details and study.

Why Measure This Factor?

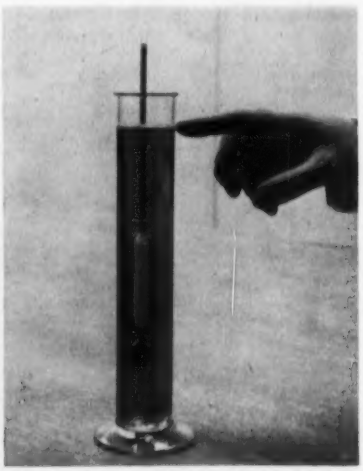
Many vegetables as they mature increase in their density or specific gravity content. Peas, corn, lima beans, potatoes and others do this. This increase in maturity can be measured by determining the specific gravity content of the product (Illustration 1). Also in the manufacture of these products the separation of overmature, mature or immature products can be accomplished by specific gravity separation. This may be done by gravity separators, weight measurement or by size determinations.

Density is used to measure finishing point of Stokely-Van Camp's pork-and-bean sauce. It is done by refractometer.

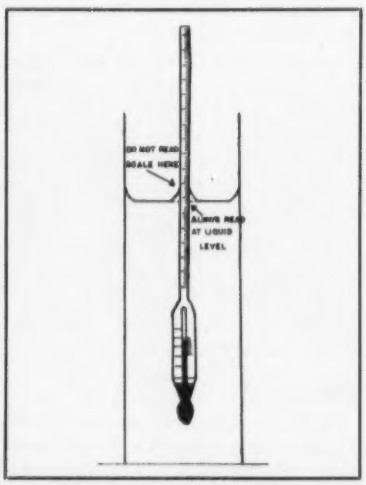
Many fruits are packed in different concentrations of sugar solutions. The accuracy of these sugar solutions is important in retaining the quality of the fruit as well as in keeping true labels on the finished product. The

(*Continued on Page 30*)

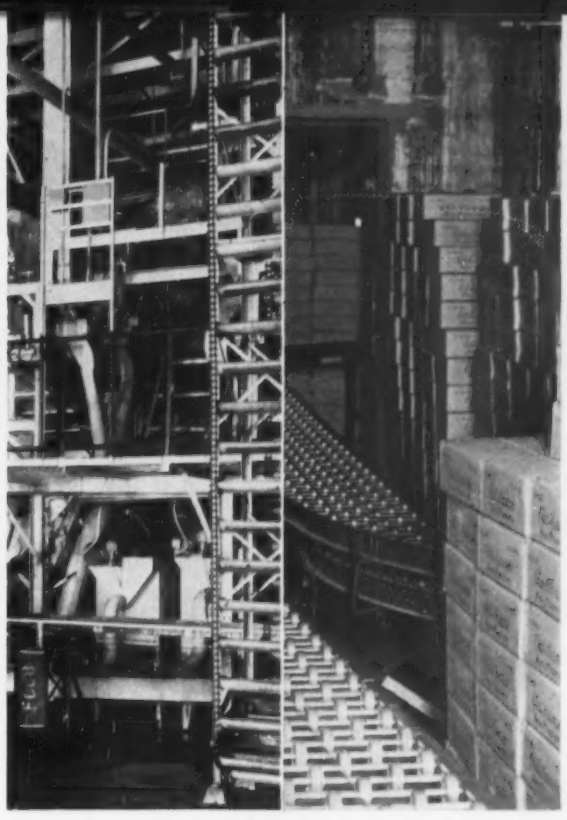
1 **The potato hydrometer is used successfully by the potato processor for determining specific gravity content of potatoes.**



2 **The Brix hydrometer is used for determining density of syrups, both before and after canning of many fruit products.**



3 **The hydrometer scale should be read at the level of the liquid, never at the point on the stem where liquid rises by capillarity.**



Machinery and warehouses bring two different depreciation needs to canners.

Tax Help in Modernization

New regulations clarify depreciation methods. Special application seen for maintaining canning line prior to conversion.

The operation of "fast" depreciation methods which were authorized by the 1954 Federal Income Tax law have been further clarified by new Internal Revenue Service regulations. These regulations follow generally the policies carried on by tax men during the past two years, but they put down in black-and-white several controversial points.

When the 1954 tax law came out there was some speculation on whether the total cost of a new machine could be depreciated rapidly during the first three years of its life and then sold. The selling price, it was argued, could be much higher than the unrecovered balance on the books. This apparent loophole in the law, if stretched, seemed to be capable of bringing a profit to a person in a high tax bracket.

While this loophole never really existed under the working of the law, the new regulations have provided some badly needed interpretation.

Briefly, the most important of these clarifications is on figuring "useful life" and "salvage value" of depreciable items.

Useful Life

In all three methods of depreciation specifically approved by the tax law the number of years of useful life is a first consideration in setting the amounts of yearly depreciation. The question of how long a piece of equipment will be useful in a canning line, for example, will depend on the plant policy and the industry. The Internal Revenue Service uses this standard: Useful life is the time the machinery or equipment or other depreciable item is useful to the taxpayer – and not necessarily the limit of serviceability of the item.

This would mean that in determining useful life, wear is but one consideration. Other factors are obsolescence, climate and other local conditions, and the past policy of the plant on repairs and replacement.

Another basic consideration in setting the yearly rate of depreciation in two of the three specifically approved methods is the amount of salvage value allowed. Internal Revenue Service personnel use the phrase, "Salvage or resale value."

Two important points were made by the new regulations:

1. The unrecovered balance – cost minus accumulated depreciation – should not be more than the current value of the item by any method of depreciation.

2. If the intent of the taxpayer is to dispose of the item in good operating condition the salvage may be a relatively large part of the original cost.

In practice most food processors have become aware of the advantages that can be gained by "fast" depreciation under the 1954 law. However, the straight line method of depreciation still may have an application if the maintenance costs of the item over its useful life are relatively low. Then the income from the item would tend to be evenly spread over the years. If a "fast" depreciation method is used on this sort of item – a warehouse, for example – net income from the item would be relatively great during the first years, smaller during the later years. Because of the graduated income tax structure a few years of high income balanced by years of low income would bring less income after taxes than the same number of years of level income. This is assuming that tax rates remain the same during this period.

Conversely, an item that has low maintenance costs in early years and greater costs in later years (almost any type of machinery) could be advantageously depreciated by one of the "fast" methods. Major maintenance costs should be capitalized and depreciated by the same method. This would again tend to maintain net income before taxes at the same level.

In some cases, setting a salvage value on a new machine is difficult. The Internal Revenue Service now places more weight on this figure than formerly. In a rapidly changing industry like parts of the food processing field, the effects of obsolescence are hard to judge. New machinery brought into a canning line can be easily depreciated according to the expected life of the machine. But if the entire line may be obsolete in another five years and at that time if the machine has no further value to the canner, it would be sold. Judging the selling price of a serviceable machine on a market where the machine may be consid-

(Continued on Page 38)

glass containers

FOOD products move out in greater volume faster when packed in glass. There are three important reasons why . . . the transparency, protection and convenience features inherent in the glass package. It shows the contents with all their tantalizing eye and appetite appeal. It invites inspection . . . reveals quality and size . . . whets desire . . . promotes impulse sales. It safeguards the purity, freshness and true flavor of even the most delicately flavored foods. It's a completely sanitary package. And it's easy to open, easy to use, easy to reseal . . . leftovers can be safely stored in the original container. Surveys prove that women prefer glass-packed foods. Why not take advantage of this preference? You will move more of your products by doing so.

Use **Anchorglass**® *containers sealed with* Anchor® *caps*

ANCHOR HOCKING

GLASS CORPORATION

move more food!

Lancaster, Ohio

Poor Grower Policies Can Help Bring Market Orders

While NCA's Hudson asks for better grower-canner relations, N.Y. Agriculture Commissioner warns orders are near.

Two speakers at the New York State Canners and Freezers Association convention dramatically uncovered problems that exist between canners and growers.

William Hudson, president of National Canners Association, in a prepared address, outlined the reasons for NCA's persistent opposition to government regulated marketing orders. At the same time he pointed out that the policies of canners were not always above criticism. This was on Thursday morning, December 13.

Later, during an afternoon session, Daniel J. Carey, New York State Commissioner of Agriculture and Marketing, announced in an informal address that permissive legislation for establishing state marketing orders is on the way. It would be presented to the next legislature.

Mr. Carey indicated that marketing orders could be established under this legislation if two-thirds of the growers in the market voted for it. He said that grade and quantity of products – he spoke in terms of apples – would be regulated rather than the price. "We think that it would help stabilize our industry," Mr. Carey said.

Stability is not always produced by government regulation in an industry, as Mr. Hudson saw it earlier in the day. The canner should be concerned with establishing a teamwork system between growers and canners. In one sense the strong NCA program has been too limited. Mere opposition to marketing orders cannot be successful. While NCA has fought the establishment of federal marketing orders in Congress, "Our opposition to marketing orders is beginning to have a serious effect on our relations with our Congressmen," he said.

When there is strong demand by growers for a marketing order, canners may find there is something seriously wrong with their relationships with these growers. Mr. Hudson said, "It seems wrong to merely figure out what we can sell our products for, deduct what our suppliers and labor charge and then give the growers what is left. And wrong also if we always pay him the minimum amount that will get by. We should always sell the grower on the idea that we are both parts of the same venture; he doing the growing and we the manufacturing and selling."

He indicated a need for a long range program.

1. Growers should be informed of mutual problems and the long range effects of prices, surpluses, etc. "Should we not concern ourselves with the reasons that growers ask for marketing orders?" he said. The work of fieldmen could be supplemented by grower newsletters and by grower meetings. But the limits of the program should be accurately defined. "We should not tamper with areas in which we do not have a common interest," Mr. Hudson said.

2. The canner should also examine his own grower policy. "To carry out this program effectively we must see that our own house is in order and that we recognize grower problems and have a sympathetic understanding of them."

3. The entire grower-canner relationship should be studied and improved, including the relationship with farm groups, state colleges, extension workers, the US Department of Agriculture and even Congress. Mr. Hudson spoke of working closer even with those "self-appointed individuals" whose concern is supposedly the well-being of growers.

4. The program should be coordinated by state and national canning associations.

The benefits of a successful program can be seen. Mr. Hudson pointed to successful programs that have been developed by individual firms. Excellent relationships exist between canners and growers.

A failure to develop such a program would encourage more government regulated markets. He said that in California the marketing order has had an undesirable effect on asparagus production. In 1930 the state produced 95% of the canned asparagus in the country. Now it is down to less than 50%. Market orders are affecting peaches, also. In one year when a disastrous flood destroyed 40,000 tons of cling peaches, the marketing order called for the destruction of another 60,000 tons. This still left a surplus of 100,000 tons and the supported price was $70 a ton.

Since in canner-grower relationships the success of either depends greatly on the success of both, a well-planned and organized program should be aimed at establishing confidence, cooperation and good will.

You'll Need A Guide for the NCA Convention and CM&SA Show!

There will be acres of exhibits at the Chicago show, scores of meetings in the NCA program, and lots of activity among the associated groups. You will want to keep track of it all.

The easy way to do this is to remember to bring along your copy of the February *Food Packer*.

In it you will find not only the complete schedule of everything that is going on, but a floor plan of the exhibit hall, and a listing of who is showing what, and the names of the manufacturers and suppliers who are in attendance at the booths.

Remember, this is the 50th anniversary of both the National Canners Association and the Canning Machinery and Supply Association; Conrad Hilton Hotel in Chicago, February 16 to 20.

Be sure to stop in at the *Food Packer* booth. – The Editors.

Red Heart Gets Shelf Space With Bold Customer Offers

Heavy competition in dog food market requires startling offers to open trade channels in major cities.

Competition for store shelf space is probably more intense among dog food brands than any other canned goods, according to Harry Moore, manager of the Red Heart division of John Morrell & Co.

Free merchandise has become common in promotions. Coordinated advertising campaigns, premiums, coupons, etc., are no longer able to bring positive merchandising response from chain store managers. Too many manufacturers are offering them.

With this problem facing them in the Chicago market, Mr. Moore and Floyd Terrence, advertising manager for Red Heart, set up a continuing program designed to bring their product into the crowded shelves in the Chicago market—and keep it there. The program has run several months now.

More selling devices may be required to establish a dog food brand than fruits and vegetables and other canned foods. In general, however, promotion techniques are essentially the same.

The original Red Heart campaign, which stressed quality and three canine diets, did not open enough new distribution channels. Then in January 1956, Red Heart started what one Chicago newspaper said was the most intensive dog food advertising campaign ever made in the city.

The first move was to get the product on the shelves of all stores. A customer offer of one free can for every two purchased was advertised. It continued for a month.

Results were immediate. Many distribution channels which before had been closed, were now opened. The next problem was to keep them.

According to Mr. Moore, the buying pattern established in the original consumer offer cannot be held. It does give an opportunity for results in regular consumer advertising.

During the summer the regular Red Heart ad campaign continued to plug quality plus variety plus an additional factor—a new ingredient called "Lecithin" which was introduced at the time of the January promotion.

In November another campaign was introduced. This one, aimed primarily at the consumer, was intended to build regular customers plus offering an attractive bargain. A dollar was paid to customers who purchased seven cans and sent in the labels. The offer, limited one to a family, continued for 45 days. It was designed to pay a family the cost of keeping a dog for a week. Seven cans of Red Heart were selling for about 97¢ in the city.

The results?

Mr. Torrence notes that results cannot be evaluated for a year or two. Then the success of this continuing program will depend on how many of the new distribution outlets can be held and whether the high shelf movement can be maintained.

However, it may be significant in the Red Heart division's thinking that the pattern of increasing distribution in Chicago is now being followed in other cities, including Little Rock, Ark.; St. Louis, Mo.; Memphis, Tenn.; and Louisville, Ky.

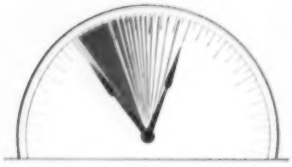
Promotion in the dog food market has become wildly competitive be-

(*Continued on Page 36*)

This advertisement opened Red Heart's push in Chicago market.

Now! Red Heart, the only
3-Way Protein Dog Diet
adds
LECITHIN
"THE YOUTH ELEMENT"
EXCITING GET-ACQUAINTED OFFER!
Help your dog keep younger longer!
Now your dog benefits even more when you feed him Red Heart with Lecithin, essential to life processes. It helps give your dog a longer, more active life... prolonged youth.
There is better assimilation of vitamins A and D... more rapid emulsification and better absorption of fat to help give your dog brighter eyes, a glossier coat, more youthful activity.
So help your dog keep younger longer with Red Heart's 3-Way Protein Dog Diet of Beef... Fish... and Liver plus Lecithin.
ONE CAN* FREE
WHEN YOU BUY TWO AT REGULAR PRICE
Morrell
RED HEART
BEEF
RED HEART
FISH
RED HEART
LIVER
* This introductory offer good at your local trading zone only as long as specially labeled merchandise is available.
LETS YOU CHANGE FLAVORS WITHOUT CHANGING BRANDS
3-Flavor Red Heart
1. PROTEIN-RICH BEEF
2. PROTEIN-RICH FISH
3. PROTEIN-RICH LIVER

For convenience . .



Controlled Torque

The opening action of this cap is always well within the strength of the user's hand . . . because the necessary amount of torque (twisting force) is *controlled*, and is *constant* within a very narrow range . . . never too tight, or too loose!

Waitresses Love It!

To the waitress who has to open bottle after bottle, day after day, this cap is a joy. Once she's enjoyed its easy opening and its good table manners, she just doesn't want to see any other cap come into her life!

THIS IS IT!

. . . the new 1/4-turn Twist-off Cap that opens and re-seals easier than any other cap in catsup history . . . yet provides true, lasting Vapor-Vacuum protection and Vapor-Vacuum economy

Here, for the first time, is a catsup cap that makes *everybody* happy!

The new ¼-turn Vapor-Vacuum Twist-off Cap is the smoothest opening, easiest re-sealing catsup cap you ever saw or dreamed of. Your wife will love it. Your 5-year-old daughter can open it—*like that!*

At the same time, your production man, your quality control people, your comptroller, will cheer for it, too. Because, with all its unparalleled ease and convenience, this cap also delivers *the other two key qualities so necessary to successful packaging and merchandising of catsup!*

1—*The seal is sure, lasting, worry-free.* Made by the people who have sealed most of the nation's catsup over the years, it provides the perfect protection that the name "Vapor-Vacuum" has always stood for. No matter what the vacuum level, this cap holds it. It guards color and flavor with typical Vapor-Vacuum permanence. From any angle of the problems of food protection, this is a true Vapor-Vacuum Seal.

2—*Packaging line performance is fast, smooth-running, efficient.* Here, again, the traditional Vapor-Vacuum standards are maintained. The faster the line, the better this cap shows up—for output or for economy.

Extensive market tests by numerous leaders of the catsup field show that *the new twist-off is the cap consumers prefer—by an overwhelming margin.* This powerful consumer preference, plus the packaging line advantages, have resulted in a most impressive list of brands which have already swung over to the new Twist-off Cap—with many more to come. New as it is, this remarkable cap is already the King of Catsup, destined to rule for a long, long time!

Vapor-Vacuum
TWIST-OFF CAP

PRODUCT OF WHITE CAP COMPANY

A SUBSIDIARY OF CONTINENTAL CAN COMPANY

1-57

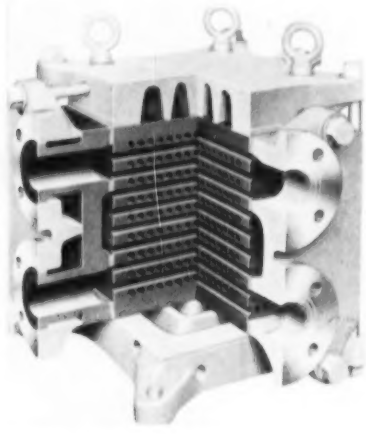
What's New?

Supplies • Equipment • Trade Literature

New Catsup Cap

An easy-to-open cap for catsup containers has been introduced by the White Cap Co., Dept F, 1819 N. Major Ave., Chicago, Ill. The cap opens with a quarter-turn.

The manufacturer points out that the cap offers homemakers a closure that combines efficiency, speed and security. The cap maintains a vacuum seal. After the container is opened the closure can be replaced to form an airtight seal. The cap lends itself to use on such foods as preserves, pickles, olives, maraschino cherries, peanut butter and mayonnaise, the manufacturer said.



Heat Exchanger

A cubical exchanger has been developed by Falls Industries, Inc., Dept F, Aurora Rd., Solon, Ohio. The exchanger is made of Impervite, an improved resin-impregnated graphite. It is extremely compact, according to the manufacturer: a 15-in. cube provides 50 sq. ft. of effective heat transfer surface and requires only ⅛ the floor area necessary to house a tube and shell type surface.

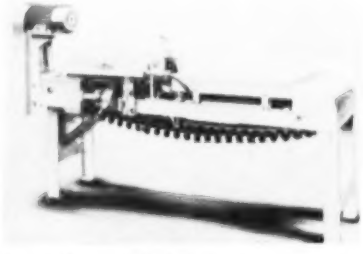
Other advantages, the manufacturer notes, come from the construction material. Impervite is unaffected by almost all corrosives, possesses thermal conductivity almost five times that of cast iron and is immune to the effects of thermal shock. The units are adaptable as heaters, coolers, interchangers, condensers or evaporators.

Safety-Type Control

A new safety-type temperature regulator has been added to the line of self-powered control instruments manufactured by the Fulton Sylphon Division, Robertshaw-Fulton Controls, Dept F, Box 400, Knoxville, Tenn.

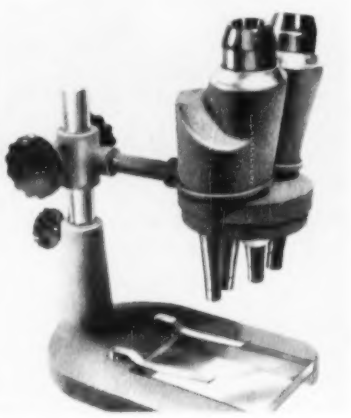
The temperature regulator will close automatically to prevent overheating of products if a thermostatic unit is damaged.

The regulator No. 997 is available in sizes from ¼ to 2 in., has a special tight-closing, single-seated valve and is suitable for terminal service.



Herring Gutting

The Arenco Machine Co., Inc., Dept F, 25 W. 43rd St., New York 36, has a new herring gutting machine suitable for packing plants. The machine removes gills and gut, with an attachment to cut off heads after gutting. With one attendant the machine has an output of 80 herring per minute; with two attachments and an extension on the machine the output is increased to 140 per minute.



Stereo Microscope

A sturdy, efficient stereo microscope at low cost is offered by Edmund Scientific Co., Dept F, Barrington 17, N.J. The microscope provides up to 3 in working distance with image correct as to left and right. The rotating turret has two sets of objectives of 21 and 34 power. Price of the microscope is $99.50 f.o.b.

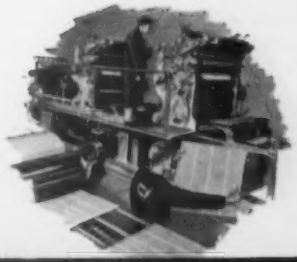
Refractometer

A new low-cost combination hand and dipping Goldberg refractometer was announced recently by the Instrument Division of the American Optical Co., Dept F, Buffalo 15, N.Y.

The instrument is designed for precise determinations of total soluble solids in juices, jams, jellies, syrups, solutions and other food products. The manufacturer said that a "unique op-

PRODUCT RESEARCH

ENGINEERING



LITHOGRAPHY

CLOSING MACHINERY

NATIONAL CAN

Personal Service

SALES SERVICE

DESIGN

RESEARCH DEVELOPMENT

Combine a keen and personal interest in your products
and your processes with our sincere desire to be of help . . . and
you have *NATIONAL CAN'S — "Personal Service!"*
Why not let us survey your needs — you'll
see how much more you get from NATIONAL CAN.

NATIONAL CAN CORPORATION

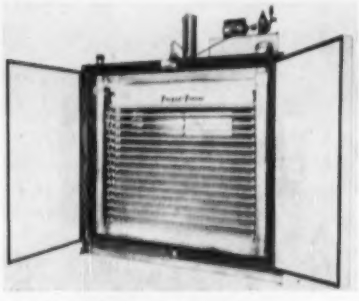
CHICAGO • NEW YORK • SAN FRANCISCO . . . PLANTS FROM COAST TO COAST

tical system" is able to show a sharp division line from light to dark on a large .5% graduated scale.

Aluminum Conveyor

A non-staining, rust resistant, conveyor is manufactured by the M-H Standard Corp., Dept F, 513-521 Communipaw Ave., Jersey City 4, N.J.

Other advantages of the aluminum conveyor are strength, light weight, and smooth, bright surface, the manufacturer said. The aluminum Armorbelt is manufactured in widths from 12 to 60 in. and lengths up to 200 ft.



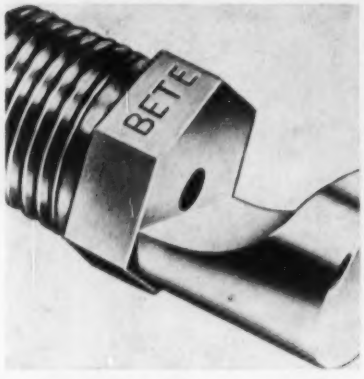
Production Freezer

Pressure plate production freezers are now available in capacity ranges of 50 to 5,000 pounds per hour per freezer, from the Refrigeration Corporation of America, Dept F, 19 W. 44th St., New York. The Frigid-Freeze freezers that have expansion valves are now equipped with a new liquid level valve to achieve full flooding.

Multiple Can Packs

A new high-speed system for multiple packaging of cans has been developed by the Robert Gair Division of Continental Can Co. The system employs an automatic packaging machine and a carrier carton which wraps around the cans from top down.

The machine can be adjusted to nearly any can size and can be changed from one can height to another in a few minutes. Accessories are needed for changing from one diameter to another. The machine, the Jak-E-Pak, can package any number of cans, preferably two abreast, up to the capacity of the 24¼ by 10⅞ in. carton size. It is normally operated at a speed up to 120 carton carriers per minute or 720 cans in six packs.



Flooding Nozzle

A new line of flooding nozzles has been announced by the Bete Fog Nozzle, Inc., Dept F, Greenfield, Mass. The wide angle flat spray is 145° at 40 psi. This FF series is available in nine models with ⅛, ¼, ⅜, ½ and ¾ in. male pipe thread connections. The orifice sizes vary from 3/32 in. diameter to ½ in.

Check Scales

Three new over-under speed check scales have been announced by the Pennsylvania Scale Co., Dept F, Bareville, Pa. The scales, designated as Pennsylvania models D-3, D-5 and D-10, have capacity weights of 3, 5 and 10 lbs. respectively.

The manufacturer claims the new dome window provides maximum visibility. Light weight, resistance to temperature changes, and accurate operation in out-of-level positions make the units highly portable.

Controllers

Two new temperature controllers, each of which operates in two temperature ranges, have been announced by the Fenwal Inc., Dept. F, Ashland, Mass.

The operating ranges of Models 56006 are 200-600° F. and 100-300° F. Model 56007 will cover −100 to 50° F. and 0 to 150° F., providing a spread of −100 to 150°. The ranges can be switched instantly without recalibration or other adjustments by positioning a selector switch on the front panel.

Literature

- Bulletin 781, "A Study of Some of the Factors Affecting the Grade Relationship of Fresh and Processed Vegetables . . . No. 1 Canned Tomatoes"—Ohio Agricultural Experiment Station, Dept. F, Wooster, Ohio.
- Brochure describing silicone lubricants —Dow Corning Corp., Dept F, Midland, Mich.
- "Specifications for Low Temperature Space Installations," Booklet No. FL-101 —Pittsburgh Corning Corp., Dept F, One Gateway Center, Pittsburgh 22, Pa.
- Bulletin 780, "Migrant Agricultural Labor in Ohio"—Ohio Agricultural Experiment Station, Dept F, Wooster, Ohio.
- "A Treasury of Spices." $4.50, 225 pages—American Spice Trade Association, Dept. F, 82 Wall St., New York 5, N.Y.
- "How to Save Labor Costs with Corrugated Boxes"—Hinde & Dauch, Dept. F, Sandusky, Ohio.

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The Market Place

News of Promotion and Selling

Courtesy Continental Can Co.

Cream Honey Spread

The Sioux Honey Association, Sioux City, Iowa, has developed a cream honey which is being promoted for use on griddle cakes and waffles.

Lord Mott Redesigns

The new Lord-Mott label shown above with the old label is now being distributed by the Baltimore, Md. company. In changing the label Lord-Mott sought a modern package without sacrificing brand identity.

Courtesy Muirson Label Co.

New Sweet Life Labels

Design changes have been made for the entire line of Sweet Life labels. Shown above are the old labels on the left and the new labels on the right. The Sweet Life label is owned by Sweet Life Brands, Inc., a non-profit organization of super market operators and jobbers.

Courtesy Owens-Illinois

Barbecue Sauce

A new, mild barbecue sauce is being distributed nationally by Frank Tea & Spice Co., Cincinnati, Ohio. The sauce, packaged in a 14 oz. bottle, is called "Mister Barbecue," after the company's successful "Mister Mustard."

New Beans for Heinz

A new baked bean product with an "outdoor flavor" will get an intensive advertising program in January. The H. J. Heinz Co., is looking toward a new market among the occasional buyers of beans. The new product is flavored with hickory-smoked bacon ground fine and blended in a sauce containing tomatoes, sugar, salt, vegetable oil and other ingredients. It will sell for a few cents more than the nationally-advertised brands of pork and beans.

Courtesy Atlanta Paper Co.

Two Jar Pack

R. D. Bradshaw and Sons, Wendell, Idaho, the nation's largest independent producer-packer of honey, is using a two-jar multiple package for its 3 Bears brand honey. A coupon on the reverse panel offers a honey recipe book.

Courtesy Owens-Illinois

Jars for Ragu

Ragu Old World Style Spaghetti Sauce, a product of Ragu Packing Co., Inc., Rochester, N. Y., is being distributed in glass jars of pint and quart capacities. Spaghetti sauce and other Ragu products are distributed in many major markets east of the Mississippi.

Pear Promotion

A "Pear Ginger Cake" will be featured as a part of the promotion cam-

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PUT OVER YOUR

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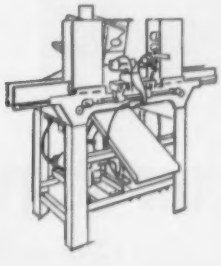

← WITH the CAN BAND LOADER, the small machine developed by CONTAINER CORPORATION, to bring you all these advantages at lowest cost—

Here are the facts:

- **packs up to 50 cartons a minute**
- **requires no capital investment — low monthly rental**
- **feeds and loads cans automatically**
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Write

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paign of the Pacific Coast Canned Pear Service. This will be a joint promotion with Pillsbury Mills, and will include a cake recipe which uses Pillsbury Gingerbread Mix. The climactic point of the campaign will be the "PEARadise-in-April" push. National advertising plus newspaper schedules in 16 metropolitan markets will be used. This year there will be stepped-up emphasis on store banners and other point-of-sale material for retail stores.

Dessert Treat

H. J. Heinz Co.'s new junior and strained fruit dessert is a combination of apricots, oranges and pineapples. The product is described by Heinz as refreshing in flavor and "sunny bright" in color.

New Wraps for Western

Two new stock designs on overwraps for frozen foods have been announced by Western-Waxide Specialty Packaging Division of Crown Zellerbach Corp., San Leandro, Calif. Full color vignettes show dinner beef steaks, and peeled and deveined shrimp.

Gould

(*Continued from Page 16*)

concentration of the sugar solution can be measured by determining the specific gravity of these solutions (Illustration 2).

Finally, the determination of the specific gravity content is important in the control of the concentration of food products like tomato products, citrus concentrate, baby foods and in the manufacture of fermented products and pickles.

Hydrometric Method

Probably the simplest of all specific gravity methods to use is the hydrometric method. The necessary equipment is probably the least expensive. It is a very reliable method and one with wide application. A hydrometer is simply a weighted calibrated sealed glass tube which floats up-

Brix or Balling	Baume	Specific Gravity	Refractive Index	Solids per gallon in lbs.	Total Weight per gallon in lbs.
0.0	0.0	1.00000	1.3333	0.000	8.338
5.0	2.79	1.01965	1.3403	0.424	8.485
10.0	5.57	1.03998	1.3478	0.866	8.655
15.0	8.34	1.06104	1.3557	1.325	8.830
20.0	11.10	1.08287	1.3638	1.802	9.012
25.0	13.84	1.10551	1.3723	2.300	9.201
30.0	16.57	1.12898	1.3811	2.819	9.396
35.0	19.28	1.15331	1.3902	3.360	9.599
40.0	21.97	1.17853	1.3997	3.924	9.809
45.0	24.63	1.20467	1.4096	4.512	10.027
50.0	27.28	1.23174	1.4200	5.126	10.252
55.0	29.90	1.25976	1.4307	5.767	10.486
60.0	32.49	1.28873	1.4418	6.436	10.727
65.0	35.04	1.31866	1.4532	7.135	10.977
70.0	37.56	1.34956	1.4651	7.864	11.234
75.0	40.03	1.38141	1.4774	8.624	11.499
80.0	42.47	1.41421	1.4901	9.418	11.773
85.0	44.86	1.44848	1.5033	10.244	12.054

Table 1 – Relationship is shown between refractive index, degrees Brix, Baume, specific gravity, solids per gallon and total weight per gallon of sucrose solution. All readings are at 20° C. or 68° F.

Combine PEAS! LIMA BEANS!

- Threshes tender peas and lima beans cleanly . . . and with a minimum of damage.
- Eliminates costly hauling of vines to and from stationary viner units.
- Mobility enables the combine to be operated efficiently throughout entire harvest season.
- May be transported at high speeds on the highway.
- Labor cost drastically reduced.
- Large capacity.
- Rugged construction.
- Complete with power unit.

This fully field-tested and proved combine did an outstanding job for a number of leading packers during the recent pea and lima bean pack. Write or wire today for complete details and price information.

VISIT OUR BOOTH . . . NO. 3 at the NATIONAL CONVENTION. SEE SCALE MODEL EQUIPMENT IN ACTION

THE SCOTT VINER CO.

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COLUMBUS 8, OHIO

right in the testing solution. Like any floating body, it sinks to a depth inversely proportional to the specific gravity of the sample in which it is placed. The drawing (Illustration 3) shows how to read the hydrometer scale correctly. When purchasing hydrometers, two factors should be kept in mind: (1) the stem should be approximately 12" long and (2) the hydrometer should be calibrated over a narrow range so that it can be read accurately. There are many scales in present day use. Hughes classifies hydrometers into four main groups:

"(a) Density hydrometers, indicating density of a specified liquid, at a specified temperature, in specified units; for example, in grams per milliliter.

"(b) Specific gravity hydrometers, indicating the specific gravity of a liquid, at a specified temperature, in terms of the density of water at a specified temperature as unity.

"(c) Percentage hydrometers, indicating, at a specified temperature, the percentage of a substance dissolved in water – for example, the percentage of salts in a sample of sea water, or the percentage of sugar in an aqueous solution.

"(d) Arbitrary scale hydrometers, indicating concentration or strength of a specified liquid, or its density, referred to an arbitrarily defined scale at a specified temperature (Baume hydrometers)."

The Brix scale is probably the most universal scale encountered for sugar solutions. A degree Brix equals the percentage (by weight) of sugar. It is the same as the Balling Scale. In Table I, the relationships of Brix, Baume, Specific Gravity, etc. are presented for sugar solutions.

Hydrometers have also been developed to read the concentration or strength of other solutions. Table II shows the relationship of some of the different scales in use for salt solutions.

Regardless of the type of scale for any hydrometer, the technologist must know the temperature of the solution in question when taking a reading. All hydrometers are calibrated for use at a given temperature. This is usually stated on the stem of the hydrometer. The measurement of the specific gravity or the degree of concentration of the solution must be made at this temperature or appropriate corrections made according to the temperature of the solution. As an example, if the temperature of the solution is above the given temperature used in standardizing the hydrometer, the observed reading will be below the actual value for the sample. Conversely, for solu-

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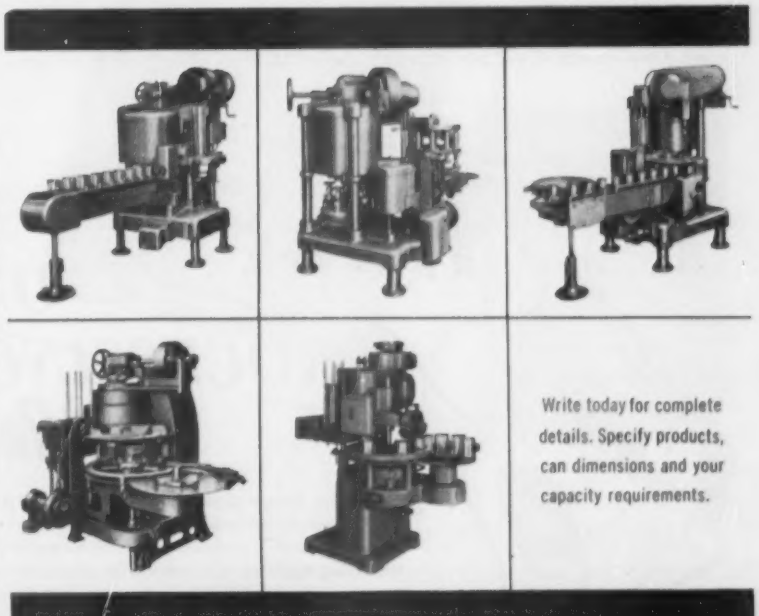

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Sanitary Can Machine Company

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tions colder than the standard temperature, the readings will be above the actual values. Of course, the solutions can be cooled to the temperature as used for the calibration of the hydrometer and no temperature correction would be necessary.

Hydrometers are used extensively in the processing industries. Applications range from control of densities of brines and syrups used in packing the various products to use in determining the quality of the finished product – that is, grading of peas (frozen and canned) and the "cut-out" concentrations of many fruit products. These and other examples will be discussed in next month's article for the Quality Control Clinic.

Baume Reading 60°F.	Sp. Gr. 60°F.	% of Sodium Chloride	Salometer Reading (0°-100°)	Oz. Salt per Gallon
0.8	1.0053	1	3.8	1.3
1.8	1.0125	2	7.6	2.6
2.8	1.0197	3	11.4	4.9
3.8	1.0268	4	15.1	5.3
4.8	1.0340	5	18.5	6.7
5.8	1.0413	6	22.6	8.1
6.3	1.0486	7	26.4	9.6
7.7	1.0559	8	30.2	11.1
8.6	1.0632	9	34.2	12.7
9.6	1.0707	10	37.7	14.2
10.6	1.0782	11	40.5	15.8
11.5	1.0857	12	45.3	17.5
12.4	1.0933	13	49.1	19.1
13.3	1.1009	14	52.8	20.8
14.2	1.1086	15	56.6	22.6
15.1	1.1162	16	60.4	24.4
16.0	1.1241	17	64.2	26.2
16.9	1.1319	18	68.0	28.1
17.8	1.1399	19	71.7	30.0
18.7	1.1478	20	75.5	32.0
19.5	1.1559	21	79.2	34.0
20.4	1.1640	22	83.0	36.1
22.2	1.1804	24	90.6	40.4
33.9	1.1972	26.5	100.0	46.1

Table 2 – Relationship is shown between Baume, specific gravity, percent salt, degree Salometer and ounces of salt per gallon for various levels of concentration.

References:

1. **Hughes, J. C. Testing of Hydrometers. U. S. Department of Commerce, NBS Circular 555. October 22, 1954.**

Convention

(*Continued from Page 14*)

held in Portland, Maine, December 11.

Two new chairmen were elected heads of commodity sections. J. Burleigh Crane of Jasper Wyman and Sons was elected chairman of the Blueberry section, and Stuart Hilton of Birds Eye Division of General Foods Corp., will head the new Frozen Foods section.

Other officers and section chairmen were re-elected. They are Charles Bailey of Monmouth Canning Co., vice president; F. Webster Browne of Snow Flake Canning Co., secretary-treasurer; George B. Morrill, Jr. of Burnham & Morrill Co., chairman of the Corn section; Fred C. Black of Black & Gay Canners, Inc., chairman of the Seafood section; and Karl Soule of Monmouth Canning Co., chairman of the Stringless Beans section.

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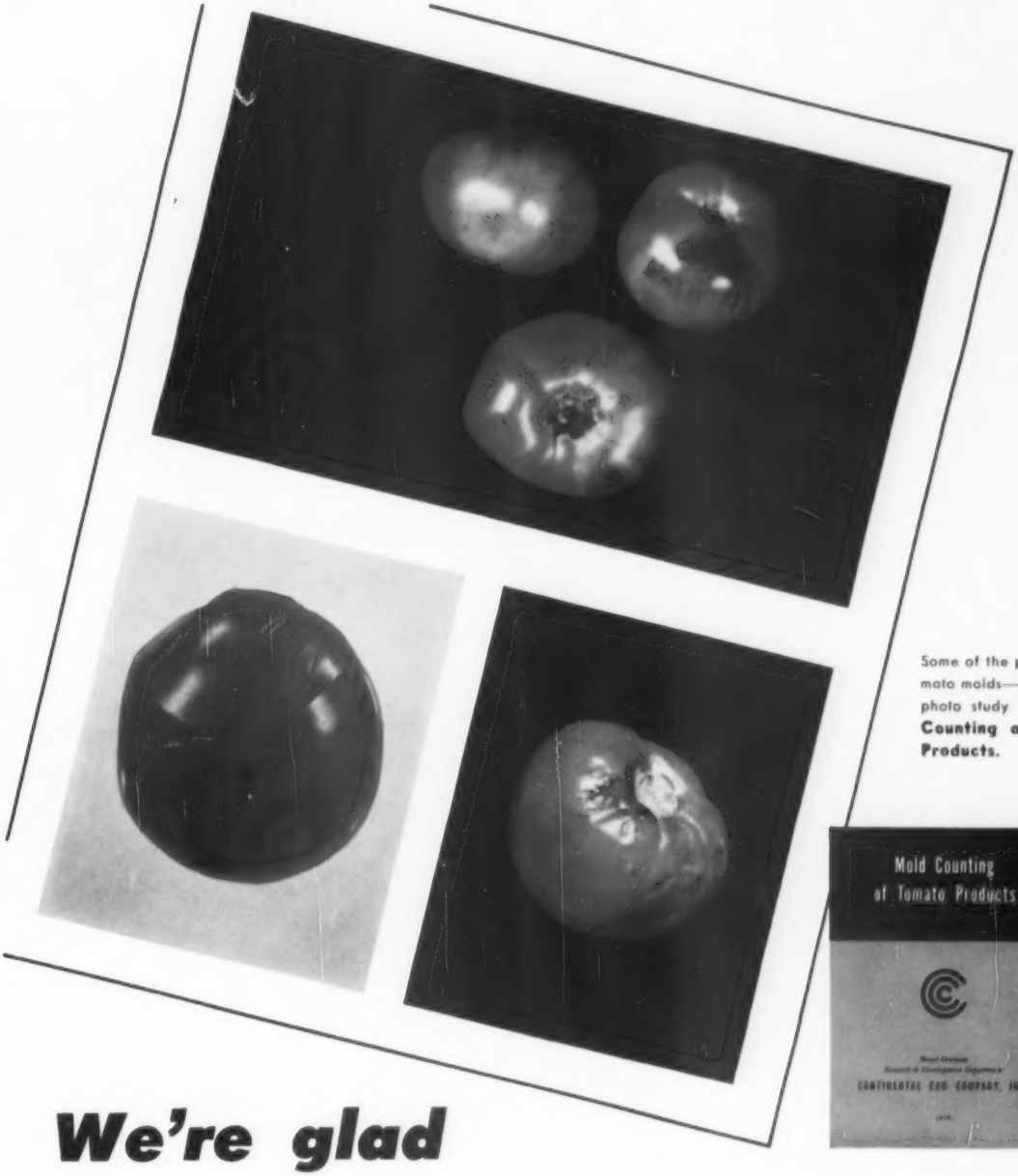
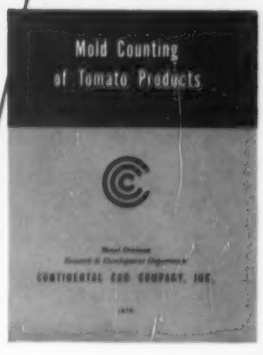


Some of the principal tomato molds—a four-color photo study from **Mold Counting of Tomato Products.**



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it's always a pleasure to serve you

For all the nice letters on our new research bulletin—*Mold Counting of Tomato Products*—we'd like to thank you. We always welcome the opportunity to serve you. In fact, Continental research people have put out many such bulletins over the years . . . and plan to prepare many more. For extra copies of *Mold Counting of Tomato Products*, or any other of Continental's research bulletins, just send us a postcard.

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Pacific Division: Russ Building, San Francisco 4

Freezing News

Promotion • Selling • Research

1956 Corn Pack Sets New Record High

Frozen cut corn pack in 1956 exceeded the huge 1953 pack by 10%. It was 64% larger than 1955 and 42% over 1954. According to the National Association of Frozen Food Packers 114,813,120 lbs. of frozen cut corn was packed during the 1956 season.

The association also noted that while production was up in all sections of the country the increase in the Midwest was not as sharp as in the East, South and West.

More of the big crop was packed in large containers of 50 lbs. or more. The popular 10 oz. container continued to show an upward pattern, but the increase in the large containers represented a radical departure from the established usage.

Supreme Court Rules No ICC Jurisdiction

A decision handed down by the U.S. Supreme Court on November 5 ruled that frozen foods are classed as agricultural products. As a result of this decision truckers who transport frozen foods are exempt from all regulations of the Interstate Commerce Commission except those rules dealing with safety measures.

Decrease in Peaches

The 1956 pack of frozen peaches amounted to 45,194,067 pounds. This is a decrease of 12% from 1955 but it exceeds every other year since 1946.

These figures were reported by the National Association of Frozen Food Packers. The association noted trends in package sizes. The retail pack was proportionately greater this year. In the large size containers the predominance of the 30 lb. container gave way somewhat in favor of large institutional sizes, mainly 32 lbs.

Production followed the usual pattern with about two-thirds of the pack in the West.

New Juice Flavors

Two new flavor combinations for fresh frozen concentrates have been announced by the Hawaiian Pineapple Co. Ltd. Frozen pineapple-grapefruit juice and pineapple-orange juice will be introduced first in the New York metropolitan market in mid-January.

Family Packed Fillets

A new 12 oz. package adopted for small families is being marketed by Birds Eye division of General Foods Corp. The "Family Pack" is a more economical size for small families, the manufacturer said.

Courtesy Milprint, Inc.

New Packages

Three frozen food items manufactured by Albert F. Goetze, Inc., of Baltimore, Md. recently received new package designs. Goetze's frozen pork steaks, veal steaks and creamed chipped beef are distributed to chain and independent food stores.

New Armour Pie

Chili pot pie, the second in Armour and Co.'s line of prepackaged frozen pies is now on the market. A frozen mince meat pie was introduced last fall. The pie has a corn meal crust and comes in an aluminum foil pan. It is expected to retail in the 23 to 25 cent price range.

Main Course Seafood

Four main courses of seafoods in a quick-frozen, heat-and-serve package have been test marketed successfully by Gorton's of Gloucester, Inc., of Gloucester, Mass. They will be marketed nationally. The four products are filet of sole in lemon butter, haddock or cod steaks in tomato sauce, haddock or cod steaks in cheese sauce and filet of flounder in mushroom sauce.

Each package contains 8 or 9 oz. of raw fish and a pre-cooked sauce. The package retails from 69 to 79 cents.

Courtesy Western Waxide

Tuna Pie Introduced

The Frozen Foods Division of Chicken of the Sea, Inc., Terminal Island, Calif., is marketing an 8 oz. frozen tuna pie. Distribution is national and consumer demand is being created by extensive advertising and promotion.

Top quality for all processors

Select from these three Northrup King canning and freezing varieties. All are bred, developed and introduced by Northrup King. NK 199 is best suited for the East and Midwest. NK 195 is ideal for the Inter-mountain and Pacific Coast areas. And Sugar King (Code 78A) is perfect for the Northern tier of states.

NK 199 Corn . . . Developed by Northrup King specifically for the processing trade. Gives one of the highest recoveries of cut corn in the trade. Ears are blocky, filled to the tip with very deep kernels of unusually high quality. Flavor is exceptionally good and sweet. Large, uniform ears handle easily, cut costs at huskers and cutters. Average maturity: 84 days.

NK 195 Corn . . . An outstanding freezing and canning variety, bred, developed and introduced by Northrup King. This hybrid has a parallel sided ear with 14-16 rows of very deep, narrow kernels of high quality. Plants are heavy yielding, have unusually good vigor. Finished product is outstanding for its bright, sharp color, good kernel shape and eye appeal. Average maturity: 87 days.

Sugar King Corn (Code 78A) A large-eared, Carmelcross season hybrid developed and introduced by Northrup King. Features outstanding sweetness and tenderness. Its large 14-18 row ear is cylindrical, excellent for processing. Kernels are narrow, deep, give high recovery. Plant has very good vigor and wide dark green leaves. Average maturity: 78 days.

NORTHRUP, KING & CO. NK MINNEAPOLIS 13, MINNESOTA

Dog Food

(*Continued from Page 21*)

cause of the number of products. "Anyone with a shovel and a bathtub" can make some kind of dog food, Mr. Moore said. The differences between a quality dog food and some of the inferior products offered on the market are tremendous, he said, but consumers are not fully educated to these differences.

As a result, the "wheeling and dealing" type of campaign, while probably not wholesome for the industry, has become necessary to a manufacturer as a way of meeting competition.

Tax Trouble?

New methods of "fast" depreciation on machinery may be a help to you. A full interpretation of new tax rules starts on Page 17. On Page 38 there is a breakdown of the working of three methods of depreciation approved by the 1954 income tax law.

Canned Pineapple

Revised standards for canned pineapple and canned pineapple juice became effective this month according to an announcement by the Processed Fruit and Vegetable Division, Agricultural Marketing Service, US Department of Agriculture. The new standards succeed standards which were last revised in 1950. The changes include definitions and standards of identity, fill of container and minimum quality.

Food Seasonings

The addition of three new products, as well as re-designed packages featuring new containers, labels and closures, mark the full line of food seasoning items now being distributed by The R. T. French Company, Rochester, N. Y. New products are non-seasoned meat tenderizer, barbecue seasoning and Italian seasoning. Other items include seasoning salt, celery salt, onion salt and garlic salt.

In changing from the previous container which carried a small label near the bottom for product identification, French has adopted a taller sifter jar and a new full-height wrap-around label which affords ample space for suggested uses of product on the back. An unusual feature is a small die-cut window near the bottom of the label which tells the homemaker when it is time to buy more of the item.

More Miniature Meals

Heinz will introduce a new "dinner" variety baby food for youngsters in both the strained and junior feeding ages. The Vegetables, Egg Noodles and Chicken formula combines chicken broth, carrots, egg noodles, potatoes, chicken, celery, split peas, onions and pimentos. The products have been developed by H. J. Heinz Co. in its continuing effort to adapt dishes to the nutritional and taste needs of babies.

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APPLE PECTINS
Standard of Quality
for 30 years

BETTER JAMS
Jellies and Confections
Because...

1 Wide pH Range
2 Uniform Strength
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SPEAS COMPANY, GENERAL OFFICES, KANSAS CITY 20, MISSOURI

Save Packing Time

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**JUST PLACE THE CASE . . .
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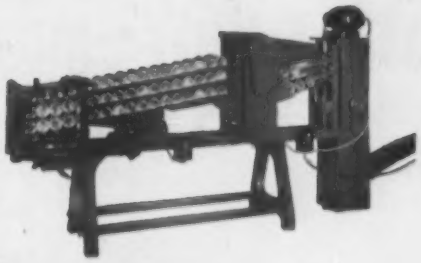
FILLS IT WITH A SINGLE
STROKE**

The Easiest Can Handling Method Available



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One unit dices

Beef • Pork • Mutton • Turkey • Chicken • Onions

Citrus Peel • Celery • Peppers • Cabbage • Mushrooms

Two popular Urschel units, Models "L" and "SL" have been combined into *one* machine to give Packers the best value in years of economy and production efficiency!

- Two hoppers are featured: Hopper at left for beef, pork, mutton, onions, cabbage, etc. Hopper at right for chicken, turkey, celery, peppers, etc.
- "SL" section dices cubes of ¼", ⅜", ½", and pieces up to ½" x 1" x 1".
- "L" section dices squares of ¼", ⅜", ½", ¾", and 1".
- Features rugged strength, quick cleaning, easy maintenance.
- Occupies only 17 sq. ft. floor space.

HIGH SPEED
Capacity
2,000 to 8,000 lbs.
per hour

Send for Urschel Bulletin containing full details.

PRECISION HIGH-SPEED FOOD CUTTING EQUIPMENT

URSCHEL LABORATORIES INC.
VALPARAISO, INDIANA

manufacturers of precision, high speed cutting equipment for delicate food products

(*Continued from Page 17*)

ered obsolete has many hazards. Tax men usually follow the judgment of the taxpayer in this case.

But the advantage to the canner in this sort of circumstance is that a machine's useful life can be much shorter than its serviceable life and it can have a low salvage value. The cost of the machine can be depreciated rapidly.

Again in this case, the point of concern to both the canner and the Internal Revenue Service would be that the current value of the item never drops below the unrecovered balance.

The new regulations are contained in a booklet, Treasury Decisions 6182, which is available as Internal Revenue Service Publication 311, from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 20 cents.

What Methods of Depreciation Are Approved?

Three methods of depreciation are specifically authorized by the 1954 Federal Income Tax law. In all three methods, the item to be depreciated must have a useful life of more than a year. In the two methods of "fast" depreciation the item must have a useful life of three years or more and must have been purchased new in 1954 or later. Costs of "construction, reconstruction or erection" of items in 1954 or later may be depreciated by the "fast" methods.

Different methods of depreciation may be used on different items.

	Straight Line Method		Sum of the Digits Method		Declining Balance Method	
Cost	$2,100		$2,100		$2,100	
Salvage	100		100		...	
Base	2,000		2,000		2,100	
Depreciation	Method	Amount	Method	Amount	Method	Amount
1st Year	$2,000 ÷ 5	$400	5/15 x $2,000	$666.67	$2,100.00 x 40%	$840.00
					−840.00	
2nd Year	same	400	4/15 x 2,000	533.33	1,260.00 x 40%	504.00
					−504.00	
3rd Year	same	400	3/15 x 2,000	400.00	756.00 x 40%	302.40
					−302.40	
4th Year	same	400	2/15 x 2,000	266.67	453.60 x 40%	181.44
					−181.44	
5th Year	same	400	1/15 x 2,000	133.33	272.16 x 40%	108.86
TOTAL DEPRECIATION		$2,000		$2,000.00		$1,936.70

Example: An item costing $2,100 with a useful life of five years and a salvage value at the end of the five years of $100 is depreciated by each method.

1. Straight line depreciation is the standard method. Yearly depreciation is figured: Cost of item less salvage value divided by number of years of useful life.

2. Sum of the digits method involves a complicated fraction. The yearly depreciation is figured: Cost of item less salvage value multiplied by the proper fraction each year. The denominator or lower number of the fraction is the sum of the number of years of useful life. Five years would be 5 + 4 + 3 + 2 + 1 or 15. The numerator or top number of the fraction is the number of years of useful life remaining for the item. The numerator changes each year; the denominator stays the same.

3. Declining balance method is based partly on the straight line method. The rate of depreciation, figured as a percentage, cannot be more than twice the rate of straight line depreciation for the same number of years. The yearly depreciation is figured: cost of item less accumulated depreciation, multiplied by the rate. Depreciation of an item with a five year useful life by straight line method would be 20% of the base each year. By the declining balance method the maximum rate for the same period would be up to 40%.

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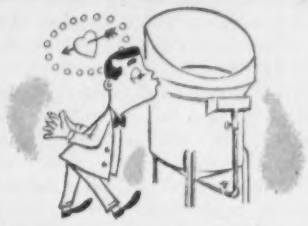
Dog Food Does It

The methods a dog food manufacturer uses to "open up" the Chicago market can be used by any canner — but it costs. — See Page 21.

Using Salt Efficiently

by **INTERNATIONAL SALT COMPANY, INC.**—America's largest producer of salt



You Can Save Money on Water Softening—With a "Lixator"

Today, a great many companies using zeolite water softeners are faced with this problem: While the water softener (which needs periodic regeneration with brine) gives excellent performance—regeneration is often costly, time-consuming, and causes substantial waste of salt. This is generally the case when salt is dissolved to form brine without the proper controls.

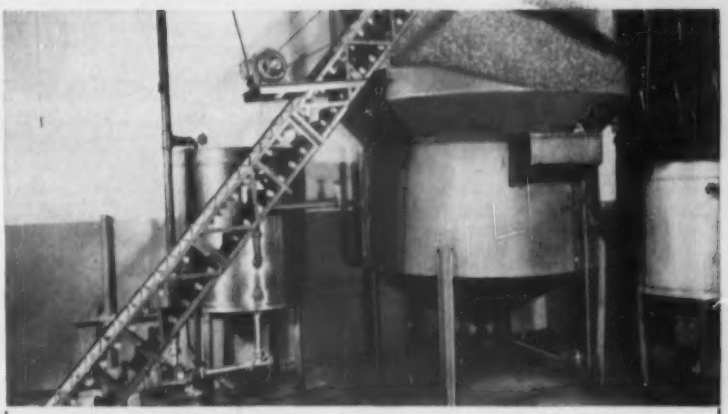
In most plants, however, it *is* possible to reduce this high cost of water-softener regeneration. The method is simple and effective: Always regenerate with pure, fully saturated brine—the type of brine made in a Sterling Lixator. Here are some of the reasons why Lixate Brine can save money for users of zeolite water softeners . . .

The Sterling Model Lixator is the most efficient and economical rock-salt dissolver ever developed. Wherever this fully automatic unit is used in water softening, it reduces the amount of salt consumed . . . eliminates dry-salt spillage . . . and simplifies the entire brine-making process. Developed and patented by the International Salt Co., the Lixator combines rock-salt dissolving and brine filtration in one simple operation. It delivers fully saturated crystal-clear brine *automatically* to any point within a plant. The Lixator is also remarkably easy to maintain, and has no moving parts to get out of order.

In operation, a Lixator need not replace the salt-dissolving tanks furnished by water-softener manufacturers. Instead, Lixate Brine is piped to these tanks—which then serve as the storage and measuring tanks from which brine is withdrawn for use.

Salt handling reduced. Because Lixate Brine is *piped* to points of use, the work of hauling dry salt from storage piles to the location of the water softeners is eliminated. Also, because of this direct-piping feature, the Lixator (and the salt that feeds it) can be placed anywhere in the plant, to make the most efficient use of available space. With a self-feeding hopper for salt, the Lixator operates automatically, without attention, and with little or no salt handling.

Lixators are made in a variety of types and sizes—to meet the brine needs of individual plants. The principle by which they operate can benefit the largest factory, or even a plant of moderate size.



At the Libby, McNeill & Libby plant in Hartford, Wisconsin, this Sterling Model Lixator is used for efficient, low-cost water-softener regeneration. A mechanical conveyor fills the Lixator hopper from a nearby rock-salt storage pile. In *your* plant, a Lixator can also produce substantial savings on salt—and in salt handling as well.

Complete regeneration. Since Lixate Brine is always 100% saturated, it provides complete water-softener regeneration each time. This means that extra regenerations—with the consequent use of more salt—are eliminated. Still another advantage results from using Lixate Brine: Water-softener operators will not use any more of this brine than is needed for each regeneration. What often happens in the case of unsaturated brine is that excess amounts are used in an attempt at complete regeneration. In the long run, this always results in a costly waste of salt.

Keeps water softeners clean. Besides being fully saturated, Lixator Brine—produced in a Lixator from economical grades of Sterling Rock Salt—is also self-filtered, and free from insolubles or other foreign matter. As a result, it will not introduce dirt or other "clogging material" into the zeolite bed of the water softener. This has proved to be a particular advantage in industrial water softening—because the zeolite stays in good condition longer. Lixate Brine is also free from acids or alkalies. Thus, being neutral, it cannot adversely affect the performance of any zeolite water-softening system.

TECHNICAL SERVICE WITH YOUR SALT

Through skilled and experienced "Salt Specialists," International can help you get greater efficiency and economy from the salt you use. International produces both Sterling Evaporated and Sterling Rock Salt in all types and sizes. And we also make automatic dissolvers in metal or plastic for both kinds of salt. So we can recommend the type and size of salt most perfectly suited to your needs.

If you'd like the assistance of an International "Salt Specialist" on any problem concerning salt or brine—or further information on water-softener regeneration—just contact your nearest International sales office.

International Salt Co., Scranton, Pa.

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FOR INDUSTRY, FARM, AND THE HOME—

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PRODUCT OF INTERNATIONAL SALT CO., INC.

Washington and You

Robert Y. Kerr, Washington Editor

Today's Farmer Buys Most Food in Town

Food bought by the average farm family in 1923 came to but 28% of the food total used. In '35-'36 the purchased share was 37%; in 1941 it was 42%; and in 1955 it was 60%. In a general way this indicates the expansion of the farm-family food market. In 1955 the outlay for purchased food per person was roughly 2-1/2 times the amount in 1923. Of course cash income increased also; but after making suitable adjustments the proportion of disposable income now spent for food is considerably larger than it was 30 years ago.

This information came from the 34th Annual National Agricultural Outlook Conference, held in the Jefferson Auditorium of the USDA in Washington.

Also of interest to food processors was a study of Farm Family Food Practices, presented by Mollie Orshansky, noted food economist. It stated that farm families in 1955 used on the average more than $1,500 worth of food including farm-produced food figured at retail prices. This figure means that on a per person basis farm family food in 1955 ran about 18% more than in 1923. In 1955 farm families (averaging 4.1 persons) spent about $900 in cash at groceries and food stores. In 1923 farm families (averaging 4.4 persons) spent but $400. These figures are in terms of 1955 dollars.

Farm families buy much more baked goods now even though the coming of flour mixes increase farm-home baking. A few packages of mix are regarded as insurance against trips to town on stormy days or when unexpected company arrives. In 1955, in some of the farm areas surveyed, farm families bought practically all the butter and 20% of the milk they used. A surprising percentage of North Central farm families, living in one of the great dairy areas, are buying milk and having it delivered at the door. In 1952 a North Central farm housewife used about a third of the money she spent at food stores for prepared or partially prepared foods, such as baked goods, ready-to-eat cereals, lunch meats, frozen and canned vegetables and fruits, ice cream, prepared desserts, pickles, olives, relishes, catsup, salad dressings, soups and the like.

Some home canning – mostly fruits – is still done on farms. Many farm women like to can fruit, if the project isn't too large. Few families can meat, unless they're without freezing facilities. However a substantial proportion of the food consumed on a farm is still supplied by the farm itself. This means – contrary to urban opinion – a diet actually higher in cost.

"The farm family wishing to cut food bills," says Mollie Orchansky, "will probably stress better selection among purchased foods rather than expand home production and food preservation." This would indicate some opportunity for expanding farm markets for commercially processed foods.

Gertrude S. Weiss, chief of the Household Economics Branch, USDA, made a statement over which various Washington food officials have raised puzzled eyebrows: "Despite increased consumption of frozen foods, it would be a mistake to conclude that the families of this country live largely on frozen or precooked foods. The average urban household used 18.6 lbs. of fresh fruits and vegetables (not counting potatoes) compared with 9.8 lbs. of processed. Moreover (quoting from a survey) they spent nearly 50% more for fresh than processed fruits and vegetables." We might add here the statement of a Washington housewife that in all her married life the only fresh vegetables she had ever prepared for the table were carrots.

Wallace F. Janssen, assistant to the commissioner of the Food and Drug Administration, in a recent speech to the Washington Chapter of Housewives United, dealt by request chiefly with food additives and the laws governing their use. Direct additives, such as sweeteners, emulsifiers, flavorings and the like are subject to pure food laws against adulteration by poisonous or deleterious substances. The law does not require pretesting of these additives but does provide punishment after – and if – they are proved poisonous or deleterious. However, Mr. Janssen added that the food supply industry is doing about everything in the way of pretesting research it could do if a pretesting law were in effect.

The laws, so Mr. Janssen said, are adequate to cover coal-tar colorings, new chemicals added to livestock and poultry feed, and the use of pesticides. He added the reassuring statement that the FDA knows of no chemical or food coloring capable of causing cancer. The low permitted residue of antibiotics in which poultry is dipped to insure freshness disappears during the cooking process. And eating beef from an animal fed the hormone stilbesterol will not render a man sterile. In fact there is no detectable residue of this chemical in the beef; and the testing method used by the FDA is fantastically sensitive.

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VINERS: Two Viners, manufactured by Scott Viner Company, Columbus, Ohio. One stationary model, electrically driven. One portable model, engine driven. Loma Linda Food Company, Box 388, Mt. Vernon, Ohio.

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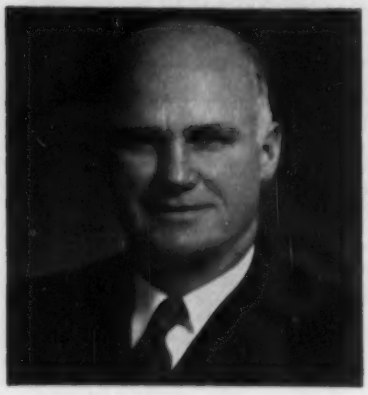
Man of the Month



John T. Knowles

Vice President
Libby, McNeill and Libby

In 1910 Libby, McNeill and Libby hired an 18-year-old lab technician, a high school graduate who was going to night school. Thirty-seven years later, in 1947, this man, still without a degree, became vice president in charge of research and quality control for the company.

John T. Knowles has an outstanding record as a research scientist and an even more impressive record as an administrator and director of research activities. As a person he shows an unusual combination of traits. He is genial and extremely likeable but the wires of his personality seem strung a little tighter and carry a little more current than the average. He has a way of cutting to the core of things – and occasionally ignoring the text book approach where the situation warrants.

There is a story about one of Mr. Knowles' first assignments as a trouble shooter in Libby's Canadian division. A plant was having problems in quality control. Somehow contamination was getting into mustard-processing operations. Mr. Knowles regularly handled quality control problems. But on this problem his knowledge was limited to one book – written by the expert on the subject. The expert's opinion was: no solution.

This situation is like many in which Jack Knowles has found himself. When the best previous thinking provides no answer, out goes the "text book approach."

In the Canada plant Mr. Knowles set up a new procedure for manufacturing. This same procedure is still in use today – still successful – thirty years later.

It is probably this eagerness to attack a problem with originality, to ask, "What is the best thing to do in this particular situation," that has gained for Mr. Knowles the commanding respect of his industry.

It was this approach that made outstanding his work as a chemist in the Chicago plant from 1910 to 1923. It helped bring the promotion to manager of the newly formed chemical laboratory in 1923.

Since then Mr. Knowles has become a noted authority in techniques and quality control procedures in the production of tomato juice. His innovations have made available what is probably the most popular canned tomato juice in the world. One of his patents helped to bring Libby's leadership in the baby food field.

As Mr. Knowles' administrative responsibilities grew, his opportunity for personal research lessened. However, he found that his approach to problems worked as well in other areas. Through his efforts Libby's research activity has been directed down a half-dozen major channels. He now serves as a trouble shooter for the entire Libby organization. His administrative ability on committee work has served his industry far beyond his work at Libby.

His methods on one committee were so admired that they became the method of operation for an entire organization. His co-workers outside the Libby organization speak of his intense honesty, his good humor, a temper that he "uses," and ideas that are original and thorough.

John Knowles was born in Chicago in 1892 within a few blocks of his present office. His father was a long-time Libby employee. In 1916 he married Signe Mathilda Almaranta. The couple has three children: Col. Richard T. Knowles, Mrs. Gladys S. Gengo and John T. Knowles, Jr.

The list of Mr. Knowles' committees and associations is long. Even the important industry connections number 25 or more.

At the present time he is chairman of both the Scientific Research Committee and the General Planning Committee on Nuclear Tests for the National Canners Association.

He is a member of the board of directors of the Canning Industry Research, Inc. He is a former director of the Agricultural Research Institute and of the Research and Development Associates. He is a former chairman of three committees: the NCA Technical Committee on Baby Foods, the Fruit and Vegetable Division of the Food and Container Institute and the Chicago chapter of the Institute of Food Technologists.

Letters:

Our 'Man of the Month'

To the Editor: I wish to express my sincere appreciation to you and to any of those others in your organization who are responsible for my designation as "Man of the Month," in your excellent publication. This was a well-kept secret as far as I was concerned because I knew nothing about it.

I believe you can realize that when such a reputable magazine as yours makes this type of selection that makes the recipient very humble. That is my position exactly and I wish to thank you very much for the honor.

Morton Adams
Alton Canning Co., Inc.

We thank Mr. Adams for his kind words. The selections of Mr. Adams and Mr. Knowles and other "Men of the Month," however, were not made by the Food Packer staff. Rather, from a panel of many leading men in the canning and allied industries, Food Packer receives "nominations," of men whose contributions to the advancement of the industry have been large. These are the "Men of the Month."– Editor

Author Spots Error

To the Editor: The November issue of the Food Packer carried on page 10 a condensation of a talk made by the writer at a dinner meeting of the Pittsburgh Economics Club on October 15, 1956.

The article quoted the writer as stating that food chains would benefit more from an increase in food sales next year than independent stores would.

The actual talk breaks down the gain in food sales during the current year between chains and independents. When we talk about the increase for next year, we make a prediction only for total over-all food sales, without breaking down the rate of gain between chains and independents.

Our company, of course, sells both to chain stores and to the independent trade. It seems apparent that our remarks were interpreted to include a "plug" for the chains at the expense of the independent trade. We are sure that you can readily understand how our interpretation has reacted to our disadvantage among the independent trade.

David G. Fluharty, manager
Sales Research and Control
H. J. Heinz Co.

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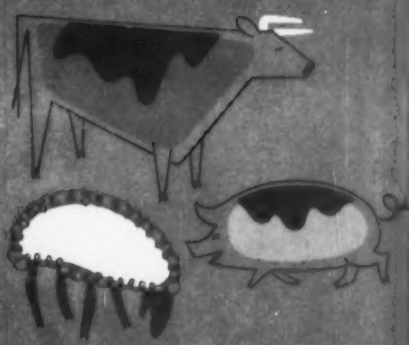

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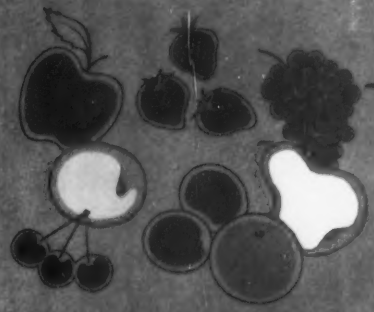

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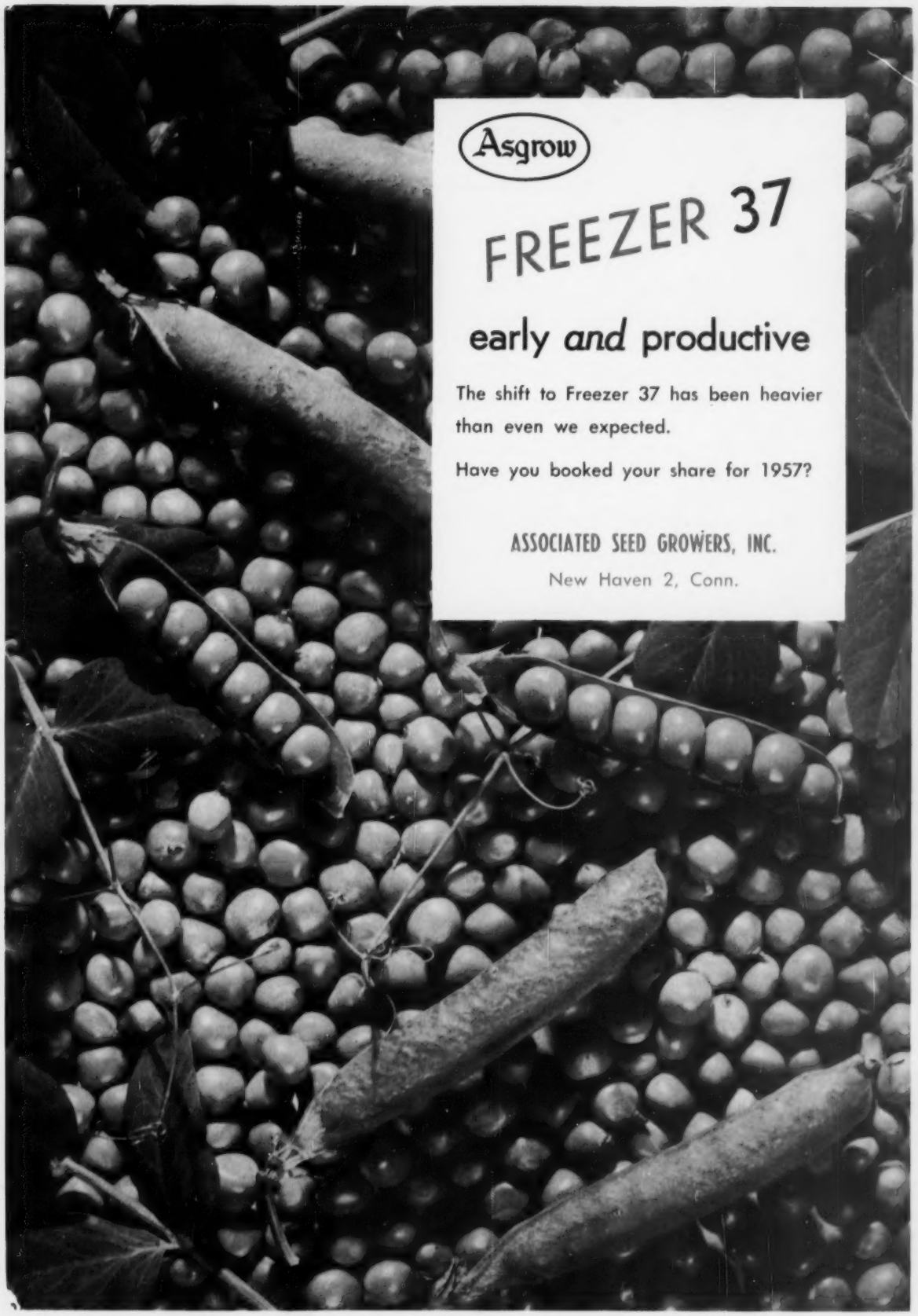
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